DATACARD® SP25 PLUS PRODUCT GUIDE

DatacardGroup

SECURE ID AND CARD PERSONALIZATION SOLUTIONS

TABLE OF CONTENTS 2
SP PLUS SERIES PRINTER OVERVIEW 3
SP25 PLUS PRINTER INTRODUCTION 3
KEY SP25 PLUS PRINTER IMPROVEMENTS 4
KEY SELLING POINTS 4
PRODUCT POSITIONING – DATACARD® PRINTERS 5
SUPPLIES OVERVIEW 6
MARKET OPPORTUNITIES 10
BID SPECIFICATIONS 12
FREQUENTLY ASKED QUESTIONS 14
ORDERING AND PRICING INFORMATION 16
MARKETING COLLATERAL AND ACTIVITIES 16
IMPORTANT DATES 17
PRODUCT SPOTLIGHT STATEMENTS 17
COMPETITIVE ANALYSIS 17
ADDITIONAL INFORMATION 19

SP PLUS SERIES PRINTER OVERVIEW

As successful printers mature and become the industry standard, there comes a point in time when they need a boost. As a result, Datacard Group is proud to introduce the Datacard® SP Plus Series card printers with a "boost of energy". The new SP Plus Series printers have taken the best from the current and highly successful SP Series printers and added the features and functionality to once again drive them to the top of the leader board in the card printer market.

We understand that in order for you to be successful you need the latest and most exciting products to help solve your customers' problems. The SP Plus Series printers deliver the excitement, features and the functionality so vital in making you and our customers successful.

From print speeds that rival much larger more expensive solutions, to unique printing options and functionality that make printing cards much easier and efficient, the SP Plus Series printers coupled with our industry leading software and capture solutions make it the leader in the card issuance marketplace.

The following is just one of the many new and exciting printers that make up the new SP Plus Series. The following information will help you understand why Datacard and the SP Plus Series of printers has led and will continue to lead in helping our customers solve their unique card program needs.

If you have any questions regarding the new SP25 Plus card printer please contact your Datacard sales representative.

SP25 PLUS PRINTER INTRODUCTION

In an effort to satisfy the growing market demand for low-cost printing solutions and the ever increasing need for unique rewritable solutions, Datacard Group introduces the new Datacard® SP25 Plus card printer.

The affordable SP25 Plus card printer combines high-quality, dye sublimation and rewritable card printing technology in an efficient design ideal for single-card printing applications. Customers can use this innovative, dual-function printer to produce color photo IDs, rewritable cards or cards that utilize both technologies. Rewritable printing allows you to erase and rewrite cards over 500 times with dynamic information, such as loyalty points, class schedules or a temporary visitor ID.

The SP25 Plus card printer offers the same great attributes as our other SP Plus printers in a lower-end offering. In addition, it brings new market opportunities to you and your customers.

For more information on how rewritable technology works and how it can be used to create new selling opportunities for you, please download our Technology Guide for Rewritable Card Printing.

KEY SP25 PLUS PRINTER IMPROVEMENTS

The following are the improvements from the current SP25 card printer to the new SP25 Plus card printer.

Look / Feature / Functionality	SP25 Plus Printer
Product name	SP25 Plus Printer
Product nameplate on printer	New - More polished look and feel
Printer colors	SP Plus series printers have new darker gray enclosures, unique blue translucent hoppers and cover will remain
Printer Operation Improvements	
Printer and printhead warranty	24 month printer and printhead warranty
Enhanced color tables	New color tables for more realistic colors
Thermal compensation	Improved card to card density for longer card programs
Improved cleaning system	Larger cleaning sleeve for improved cleaning performance
New Options	
Smart card dual contact and contactless	New option – factory installation only
Printer Driver Improvements / Changes	
Microsoft® Windows® operating system support and new Datacard® Open Platform printer driver that supports non-Windows operating systems i.e. Linux	Windows XP & 2000 operating systems only – no support for older operating systems. We are working on Vista™ operating system – available summer 2007
Supply "gas gauge"	New Tool Box page to view how much supplies are still available
Monochrome dithering	Enhanced functionality to improve dithered images
Printer ICON on the desktop	New and improved Icon for better usability and branding

KEY SELLING POINTS

There are many selling points of the SP25 Plus card printer; however the following are key points to use while promoting the SP25 Plus card printer.

Affordable

- Low MSRP helps with initial capital investment
- Lower supply yields reduce upfront supply costs
- Rewritable cards are reusable and require no ribbon supply

Flexible

- Unique printer design delivers either color/monochrome printing or rewritable card printing or both
- Compact and lightweight design allows for easy mobility
- Rewritable cards can be issued, modified, and reissued as often as necessary

PRODUCT POSITIONING – DATACARD® PRINTERS

Datacard Group now offers four uniquely different products within the SP Plus series printer family in addition to the RP90 Plus card printer. As we continue to expand the Datacard Group printer offering, it is very important to make sure each product is positioned appropriately. The following lists the proper positioning for each SP Plus Series and RP90 Plus printer.

Feature	SP25 Plus Printer	SP35 Plus Printer	SP55 Plus Printer	SP75 Plus Printer	RP90 Plus Printer
Positioning	Affordable and Flexible	Easy and Convenient	Fast and Versatile	Secure and Durable	Advanced Imaging
Print Speed (color/monochrome)	Manual feed	Up to 160/750 cph	Up to 190/1000 cph	Up to 175 cph	Up to 100 cph
Printing Options					
Rewritable Card Printing	•				
Full Color/Monochrome Printing	•	•	•	•	•
Retransfer Printing					•
Manual Card Feed	•	•	•	•	
Automatic Card Feed		•	•	•	•
Simplex	•	•	•	•	•
Duplex			•	•	•
Quality Offset-Like Printing					•
Technology Card Printing					•
Encoding Options					
Magnetic Stripe	•	•	•	•	•
Smart Card Options	•	•	•	•	•
Proximity Card Options			•	•	
Card Durability Options					
T-Panel *(In-line within ribbon)*	•	•	•	•	•*
One-Sided Lamination *(Clear Topcoat or Clear Datacard® DuraGard® Laminate)*				•	•
Two-Sided Lamination *(Clear Topcoat and/or Datacard® DuraGard® Laminate)*				•	
Card Security Options					
One-Sided Lamination *(Custom Topcoat or DuraGard® Custom Security Laminate)*				•	•
One- or Two-Sided Lamination *(Custom Topcoat and/or DuraGard® Custom Security Laminate)*				•	
Ultraviolet fluorescent printing				•	
Datacard® Certified Supplies					
Intelligent Supplies Technology™	•	•	•	•	•
Advanced Imaging Technology™	•	•	•	•	

* T-panel protection provided by separate InTM ribbon

PRODUCT POSITIONING – DATACARD® PRINTERS (continued)

SP25 Plus:
The Datacard® SP25 Plus printer is a low volume, manual feed printer designed for, one-sided card printing with rewritable functionality. The affordable SP25 Plus card printer combines high-quality, full-color card printing and innovative rewritable card technology in a cost-effective design that is ideal for low-volume applications.

SP35 Plus Printer:
The Datacard® SP35 Plus card printer offers everything you need to print vivid, one-sided color cards. This convenient, easy-to-use printer is ideal for issuing education, healthcare and staff IDs.

SP55 Plus Printer:
The Datacard® SP55 Plus card printer delivers fast speeds and the versatility to print many different cards. It is perfect for casino/loyalty, education and corporate IDs.

SP75 Plus Printer:
The Datacard® SP75 Plus card printer is specifically engineered to deliver highly secure IDs for government agencies, high-tech corporations, universities and other security-minded organizations.

RP90 Plus Printer:
The Datacard® RP90 Plus card printer is a one- or two-sided retransfer printer specifically engineered to help government agencies and other organizations issue secure, material-independent identification cards that contain the latest contact and contactless smart card technologies.

SUPPLIES OVERVIEW

The SP25 Plus card printer offers the same types of supplies available for use in other SP Plus Series card printers and introduces new supply items:

- ymcKT Short Panel Ribbon Kit and Supply Kit
  - 125 image yield
  - Ideal for cost conscience customers
  - Ribbon Kits include one roll of ribbon and cleaning supplies
  - Supply Kits include one roll of ribbon, cleaning supplies and blank cards

- YMCKT Color Panel Ribbon Kit and Supply Kit
  - 125 image yield
  - Perfect for customers who print color and black monochrome on the card front
  - Ribbon Kits include one roll of ribbon and cleaning supplies
  - Supply Kits include one roll of ribbon, cleaning supplies and blank cards

- Enhanced Cleaning Sleeve
  - Replaces existing cleaning sleeve used in SP series printer products
  - Available in 5-pack and in all ribbon kits.
  - Larger diameter cleaning sleeve provides 50% more cleaning surface, the best cleaning system in the card printer industry.

Your best choice for supplies

Protect your investment in Datacard® solutions by only using Datacard® Certified Supplies. You can count on Datacard for all your supply needs. We engineer superior performance and reliability into every system-matched supply item we offer. For you that means smooth printing, brilliant image quality, high security and exceptional performance. Worldwide representation creates a fast, direct connection with the supplies and support you need, when and where you need them. To ensure you are using Datacard Certified Supplies, look for ribbons that feature our distinctive ***blue*** cores with platinum flecks®.

DISTINCTIVE BLUE CORE WITH PLATINUM FLECKS®

To ensure you are using Datacard Certified Supplies, look for ribbons, laminates and topcoats that feature our distinctive ***blue*** core with platinum flecks®. The color blue with platinum flecks mark is a registered trademark of DataCard Corporation in the United States, European Union and/or other countries.

DATACARD CERTIFIED SUPPLIES FEATURING INTELLIGENT SUPPLIES TECHNOLOGY™

Datacard® ribbons provide real value to the consumer through our patented Intelligent Supplies Technology. Datacard supplies include a number of enhancements when compared to supplies used in competitive printers.

- Ribbon saver
- Automatic ribbon identification
- Ribbon low warning and on-line supplies ordering

The SP25 Plus card printer features Datacard® proprietary ribbons, which are designed specifically for the SP25 Plus card printer. When the printer recognizes that a Datacard® ribbon is installed, all enhanced product features are enabled and successful card printing can begin. The printer will only print color images and laminate cards when Datacard® proprietary supplies are installed. Datacard is your exclusive source for proprietary ribbons for the SP25 Plus card printers.

Ribbon Saver

Datacard ribbons help to eliminate waste and can actually save ribbon, increasing the yield a customer can achieve from one roll of ribbon. Because these ribbons are designed specifically for use in the SP25 Plus card printer, only Datacard Certified Supplies offer this type of savings.

Monochrome Ribbons: Instead of advancing one card length of ribbon for every printed card, the SP25 Plus card printer advances just past the actual portion of ribbon that is being used to print on the card. Depending on the card layout, this feature may double and in some cases triple the standard yield of the monochrome ribbon. Ribbon savings are the highest in card designs with printing on the leading edge of the card.

Color Panel Ribbons: The SP25 Plus card printer is able to automatically identify the ribbon configuration installed, without advancing the ribbon one set of panels. This eliminates the unnecessary loss of ribbon when the printer is reinitialized.

Automatic Ribbon Identification

When new Datacard® ribbons are installed in the SP25 Plus, the printer is alerted of the change and automatically updates its internal print settings and offsets according to those of the newly loaded ribbon. When changing colors of monochrome ribbons, or putting in a new

color panel ribbon configuration, the end-user does not need to make any changes to the printer settings. The ribbon type is immediately recognized and the printer automatically adjusts settings for the highest quality printing.

Ribbon Low Warning and On-Line Supplies Ordering

The SP25 Plus card printer tracks the number of print jobs consumed on each roll of ribbon and provides a warning message when the available ribbon remaining is low. Within this message, the end-user will be able to automatically elect to be taken to a web site for immediate supplies ordering. Installers can change this address to their web site, so customers are more easily directed for supplies ordering. End-users can also update this address to the Datacard Certified Supplies reseller/dealer of their choice.

SUPPLY KITS AND RIBBON KITS

Print ribbons for the SP25 Plus card printer are available in two ways:

- **Supply Kits**
  Supply kits contain 125 blank cards, one roll of color ribbon, one adhesive cleaning sleeve, and one isopropanol cleaning card. The blank cards are available as either full blank PVC cards (front and back) or blank PVC front and blank PVC back with a HiCo magnetic stripe. In addition to the standard YMCKT ribbon, a short panel ymcKT ribbon is also available.
- **Ribbon Kits**
  Ribbon kits contain one roll of color ribbon, one adhesive cleaning sleeve, and one isopropanol cleaning card. Available with YMCKT ribbon and short panel ymcKT ribbon.

Supply Item	Yield	SP25	SP25 Plus	SP35	SP35 Plus	SP55	SP55 Plus	SP75	SP75 Plus
YMCKT	125	✔	✔						
ymcKT	125	✔	✔						

YMCKT Color Panel Ribbon

The YMCKT ribbon is the same YMCKT ribbon type available for use in other SP and SP Plus series printers, only in a lower yield that is more affordable for smaller customers.

ymcKT Short Panel Color Panel

The ymcKT ribbon is a new ribbon developed exclusively for use in the SP25 Plus card printer. For customers who plan on only producing color photos on half of their cards, this ribbon is the most economical as is provides shorter color panels for photos, and standard sized K- and T-panels for black printing and full card topcoat protection. This ribbon is available in the affordable 125 yield roll size.

The SP25 Plus card printer features Datacard® proprietary ribbons, which are designed specifically for the SP25 Plus card printer. When the printer recognizes that a Datacard® ribbon is installed, all enhanced product features are enabled and successful card printing can

begin. The printer will only print color images when Datacard® proprietary color ribbons are installed. Datacard Group is your exclusive source for proprietary ribbons for the SP25 Plus card printers.

BLANK PVC CARDS

In addition to being available in each color ribbon supply kit, blank PVC cards are also available separately in packs of 125 cards each. Two types of cards are available; both include a blank PVC front. One card type is blank PVC on both sides and the other card type is blank on the front and is blank PVC with a high coercivity magnetic stripe on the back.

BLACK HQ MONOCHROME RIBBON KIT

The Black HQ monochrome ribbon kit is the only monochrome ribbon kit available for use in the SP25 Plus card printer. Unlike the color ribbon supply kits, the black monochrome ribbon kit does not include blank cards, these are available separately. Just like the monochrome ribbons developed for use in other SP series printers, this ribbon kit includes one adhesive cleaning sleeve and one isopropanol cleaning card.

Supply Item	Yield	SP25	SP25 Plus	SP35	SP35 Plus	SP55	SP55 Plus	SP75	SP75 Plus
Black HQ	500	✔	✔						

BLANK REWRITABLE CARDS

Datacard offers two types of Mitsubishi thermo-rewrite blue cards. Each rewritable card includes a blank rewritable front that can be rewritten by the SP25 Plus card printer over 500 times, making is these cards both affordable and economical for customers who rewrite or reuse cards regularly. One card type includes a full rewritable front and blank PVC back. The second card type includes a full rewritable front and blank PVC back with a HiCo magnetic stripe.

All Datacard rewritable cards write blue, monochromatic images up to 300 dpi resolution. Once a card is written, exposure to UV light and ambient temperatures above 100°F (38°C) should be avoided to prolong image land card life.

CLEANING SUPPLIES

The cleaning system for the SP25 Plus printer is the same as other SP series and SP Plus printers and includes a user replaceable adhesive cleaning sleeve to clean the cards prior to and after each printing. An isopropanol cleaning card is also used to clean the card transport rollers and the optional magnetic stripe head. The adhesive cleaning sleeve and isopropanol cleaning cards are available in each supply and ribbon kit as well as separately. For those hard to reach areas or stubborn debris, an isopropanol-cleaning pen is available separately.

For customers who use rewritable cards, a rewritable cleaning kit is also available. This kit contains 10 isopropanol cleaning cards, 10 adhesive cleaning sleeves, and one isopropanol cleaning pen it is used to regularly clean the printer from debris which can accumulate when using rewritable cards.

REPLACEMENT PRINTHEADS

The replacement printhead for the SP25 Plus card printer is a new printhead, unlike the monochrome or color printheads available for the other SP/SP Plus series printers. This new printhead had been optimized for color and monochrome printing.

Supply Item	SP25	SP25 Plus	SP35	SP35 Plus	SP55	SP55 Plus	SP75	SP75 Plus
Color and Rewritable Printhead	✔	✔						
Color Printhead			✔	✔	✔	✔	✔	✔
Monochrome Printhead			✔	✔	✔	✔		

MARKET OPPORTUNITIES

The SP25 Plus card printer with its dual functionality is the ideal choice for a multitude of markets and applications. Not only is it ideal for those applications requiring low-volume or infrequent PVC card printing, it is also the perfect choice for those applications needing rewritable technology.

With the introduction of the SP25 Plus printer we have given you a unique product with unique functionality that will allow you to sell into new untapped markets, which means more selling opportunities for you.

The following market applications are just a sampling of how the SP25 Plus printer and its unique dual functionality can help you increase card usage which will result in more sales, while at the same time helping/improving your customers' card programs:

Markets: Full-Color/Monochrome Printing

Small Organizations

Protecting employees, property, and profits are the main concern to corporations today. Identifying who should or should not be allowed access can be achieved through visual, physical and logical identification. Based on the corporations' needs, Datacard Group can offer products and development tools for a successful integrated solution.

Loyalty/Retail

The Loyalty/Retail market is a fast growing market. More retailers are interested in understanding each customer's buying habits. With loyalty/retail cards retailers can not only track the customer's buying habits but they can also design specific marketing campaigns that would be attractive to that particular end user. With the SP25 Plus card printer, retailers can offer customized loyalty cards on the spot, eliminating any inconvenience.

Membership

Today's market is driven by customized, one-to-one marketing. With identity information, organizations can provide special incentives to their members and conduct aggressive direct marketing campaigns. Membership organizations can use photo ID solutions to ensure member-only access to their facilities and track member service usage during each visit. The customers also have an option to use their cards throughout the facility instead of having to carry cash or credit cards for additional purchases.

Markets: Rewritable and/or Full-Color/Monochrome Printing

Retail

Retailers can print loyalty cards with rewritable point totals or limited-time special offers. Beauty salons and other shops that take appointments can issue rewritable appointment cards for clients. Movie and video game rental outlets can issue membership cards with rewritable return by dates. Restaurants can issue frequent diner cards with point totals.

Entertainment

Applications include ski lift tickets, rate cards for casinos, lottery tickets, gaming cards, tickets for concerts and sporting events, and membership cards for health clubs.

Transportation

Public and private transportation organizations can issue rider cards with rewritable ticketing details or schedules for buses, trains and subways. Airlines can issue frequent flier cards or boarding passes with rewritable point totals and flight information.

Corporate ID

Rewritable cards are ideal for issuing temporary and visitor IDs that include a name and photo, yet can be returned at the end of the visit and easily reused for a different visitor. Paired with other card personalization technologies, rewritable cards can also be used for access control or time and attendance.

Education

K-12 schools, colleges and universities can print a student's photo and demographics on a fully rewritable ID, or print a photo on the PVC side and use the rewritable side to print a class schedule or school events calendar. You can also print a library card with rewritable due dates or issue copy/print cards that combine a magnetic stripe with a rewritable tally of copies/prints used.

Healthcare

Hospitals and other healthcare providers can issue patient ID cards that feature preprinted permanent information on the PVC side, such as hospital logo, and rewritable information on the opposite side, such as patient's demographic data or medical record information.

BID SPECIFICATIONS

The following are the standard specifications of the Datacard® SP25 Plus card printer. Please use this information when bidding the SP25 Plus card printer and supplies for any new or ongoing programs.

Printer:

- One sided edge-to-edge dye sublimation printing and/or rewritable printing (erasing and writing)
- Manual card feed
- Full color or black monochrome imaging – no separate options
- 30 seconds per card YMCKT print speed
- 7.2 seconds per card K print speed
- 12.4 seconds for full erase and write
- Physical dimensions:
  - 14.9 in. (L) x 7.8 in. (W) x 9.0 in.(h)
  - (37.85 cm x 19.5 cm x 22.5 cm)
- Weight: 7.0 to 8.0 lbs. (3.2 kg to 3.6 kg) depending on options
- USB connectivity
- Integrated card storage – holds 15 0.030 in.(0.76mm) cards
- Microsoft® Windows® 2000, XP printer drivers and Open Platform driver for non-Windows operating systems i.e. Linux
- Printer Driver
  - User adjustable image and color controls
  - User defined print and topcoat panel blocking region
  - Stand-alone diagnostics
  - Color image preview and color preview test card, provides the ability to load a custom bitmap for the color settings preview
  - On-line user help via driver and new E-guide
  - Printer toolbox has also been translated to Brazilian Portuguese, in addition to other languages.
  - The Windows XP and 2000 operating system drivers run in user mode and allow installation on Windows Server™ 2003 operating system
  - Supplies usage tab
  - Printer pooling for Microsoft® Windows® 2000 and XP operating systems
- Audible and visual message prompts
- Continuous cleaning roller
- Operator-replaceable print heads
- Error free ribbon loading
- Twenty four month standard depot warranty for printer
- Twenty four month printhead warranty - no pass restrictions

Printer Encoding Options:

- ISO Magnetic stripe encoding IAT or NTT – factory installation only
- Dual contact and contactless reader – factory installation only

Supplies:

- Datacard® Certified Supplies featuring Intelligent Supplies Technology™ with enhanced features
  - Automatic ribbon identification and validation
  - Automatic printer settings and offsets
  - Ribbon low warning
  - Advanced Imaging Technology™
  - Ribbon Saver
- Color Supply Kits include 125 blank cards,1 roll of color ribbon (up to 125 image yield), 1 replacement cleaning sleeve, and 1 isopropanol cleaning card
  - YMCKT ribbon with Hi-Co magnetic stripe cards
  - ymcKT (short panel) ribbon with Hi-Co magnetic stripe cards
  - YMCKT ribbon with blank white cards
  - ymcKT (short panel) ribbon with blank white cards
- Monochrome Ribbon Kit includes 1 roll of ribbon, 1 replacement cleaning sleeve, and 1 isopropanol cleaning card
  - Black HQ ribbon (over 500 image yield minimum)
- Cards
  - 125 blank white cards
  - 125 blank white cards with Hi-Co magnetic stripe
  - 100 rewritable cards with PVC back
  - 100 rewritable cards with magnetic stripe and PVC back
- Cleaning Supplies
  - Adhesive cleaning sleeve kit (5 per kit)
  - Isopropanol cleaning card kit (10 per kit)
  - Isopropanol cleaning pen
  - Rewritable cleaning kit (10 cards, 10 cleaning sleeves, and cleaning pen)

Cards:

- Card types accepted:
  - Size: 3.370 in. x 2.125 in. (85.6mm) x (53.98mm)
  - Type: PVC with glossy laminate surface; other core materials with PVC overlaminates are optional
  - Mitsubishi ThermoRewrite blue card (rewritable)
- Card thicknesses accepted (± 10%)
  - 0.009 in to 0.055 in. (0.2286 mm to 1.397 mm)
  - 0.03 in optimal for rewrite

FREQUENTLY ASKED QUESTIONS

Q: How do I switch from normal dye sublimation color or monochrome printing to rewritable printing and vice versa?

A: When switching from PVC printing to rewritable printing, first check the **"rewritable"** box in the printer driver and remove the print ribbon from the printer. When switching from rewritable to PVC printing, uncheck the **"rewritable"** box in the printer driver and install the print ribbon in the printer.

Q: Does the SP25 Plus card printer support the same magnetic stripe formats as other SP Series printers?

A: Yes, all SP Plus series printers, including the SP25 Plus card printer, use the same magnetic stripe formats (IAT, BINARY, NTT, TRIPLE IATA (3 Track IATA), AAMVA, VING, and SAFLOK). Customized magnetic stripe formats are also available through the firmware diagnostic program.

Q: Can the thermal printheads from the SP35 Plus, SP55 Plus, or SP75 Plus card printer be installed into the SP25 Plus card printer?

A: The SP25 Plus card printer uses a new printhead that is different than the printhead used in the other SP Plus series printers. Even though the printhead connector is the same for both printheads, only the SP25 Plus printhead should be used in the SP25 Plus card printer.

Q: Can the SP25 Plus thermal printhead be installed into an SP35 Plus, SP55 Plus, or SP75 Plus

A: Even though the printhead connector is the same for both printheads, the SP25 Plus printhead should not be used in other SP series card printers.

Q: Can the ribbon cartridge from other SP series card printers be used in the SP25 Plus card printer?

A: Yes, the same ribbon cartridge is used in all SP Plus series card printers, including the SP25 Plus card printer.

Q: How many cards will the SP25 Plus card printer output hopper hold?

A: The SP25 Plus card printer can hold up to 9 printed ISO ID-1 (CR80/0.030) cards in the output hopper. This number can be lower, depending on the card's original flatness.

Q: Will the top cover and base cover from an SP35 Plus card printer fit on an SP25 Plus card printer?

A: Yes. The same covers are used for both printers.

Q: Does the SP25 Plus card printer have separate models for full color printing and rewritable printing?

A: No. Any SP25 Plus card printer is capable of printing color or monochrome on PVC cards and erasing and writing rewritable card stock.

Q: Do ribbons developed for use in other SP Plus series printers operate in the SP25 Plus card printer?

A: Ribbons developed for use in the SP35, SP55, and SP75 card printers will not operate in the SP25 Plus card printer. The only ribbons that the SP25 Plus card printer

recognizes are the 125 image yield YMCKT and ymcKT ribbons and the 500 image yield black HQ ribbon.

Q: Will the ribbons developed for use in the SP25 Plus card printer operate in other SP Plus series printers?

A: The YMCKT, ymcKT, and black HQ ribbon developed for use in the SP25 Plus card printer are not recognized by the SP35 Plus, SP55 Plus, or SP75 Plus card printer and will not allow the printer to produce cards.

Q: Does the SP25 Plus card printer operate with Datacard® monochrome ribbons as well as monochrome ribbons provided by third party-suppliers (just as the other SP Plus series printers do)?

A: The only monochrome ribbon that functions within the SP25 Plus card printer is the Datacard black HQ ribbon (item number 552954-604). Other Datacard monochrome ribbons and third-party monochrome ribbons are not recognized by the SP25 Plus card printer and will not allow the printer to produce cards.

Q: What is the difference between a "supply kit" and a "ribbon kit?"

A: Supply kits available for use with the SP25 Plus card printer are only available with full color ribbons and include 125 blank cards and cleaning supplies within the kit. Ribbon kits available for use in the SP25 Plus card printer (as well as other SP Plus series printers) include one roll of ribbon and cleaning supplies within the kit.

Q: Can I punch holes in rewritable cards for use with lower cost badge holders?

A: Just as Datacard Group recommends that holes not be punched in full color PVC cards, we also recommend against punching rewritable cards. When a hole is punched in a card, it often leaves behind rough "burrs" that can come in contact with the printhead, leading to an expensive service call and/or replacement. If users need to display their rewritable cards, Datacard Group recommends using premier supplies accessories that do not require punched holes in order to be displayed or held.

Q: How many times can a rewritable card be erased and rewritten?

A: When used as instructed, the rewritable cards Datacard Group offers can be erased and rewritten up to 500 times per card. Card life may be extended provided that cards are not exposed to UV light and the SP25 Plus card printer write power is adjusted so "image ghosting" is not evident.

Q: What type of information can be written on a rewritable card?

A: Rewritable cards are written in a blue monochromatic dye and can contain text, photos, and other images. Datacard Group does not recommend that bar codes be printed, as most readers will have difficulty reading the bar code produced on a rewritable card.

Q: What is the Ribbon Saver feature and how does it work?

A: The Ribbon Saver feature is only available in the SP series card printers and is unique to the Datacard® ribbons used in those printers.

<u>For monochrome print ribbon applications</u>: Instead of advancing one card length of ribbon for every printed card, the SP25 Plus card printer advances just past the actual portion of the ribbon that has just been used. Depending on the card design, this feature can potentially triple the standard yield of a monochrome print ribbon!

For color panel ribbon applications: The SP25 Plus card printer is able to automatically identify the ribbon configuration without advancing the print ribbon one panel set. This eliminates the unnecessary loss of ribbon when the printer is turned off and reinitialized.

Q: ***Can I take a partially used print ribbon from one SP25 Plus card printer and use it in another SP25 Plus card printer?***

A: Yes. The individual print ribbon information is maintained on the RFID tag; not in the SP25 Plus card printer. When a partially used print ribbon is installed into a second SP25 Plus card printer, the RFID tag on the take-up core informs the printer of the type of print ribbon installed and the remaining number of images available on the supply core.

Q: ***Are there special handling considerations when manually feeding cards in the SP25 Plus card printer?***

A: To help ensure that images and information are properly printed on a PVC or rewritable card, we recommend that all cards be handled by the edges and not the card front or back. Oil and dirt can easily be transferred to the front of a card handled improperly, which results in poor print quality.

ORDERING AND PRICING INFORMATION

Pricing information will be distributed via the normal process. However we will be adding the SP25 Plus card printer to our demo promotion program which is offered to all our distribution channels. Please use the normal process to order your demo units.

The following is retail price for the SP25 Plus card printer. A more detailed pricing chart for both printer options and supplies will be delivered via the normal process.

	MSRP (US$)
SP25 Plus card printer with dual functionality (dye sublimation and rewritable printing technology)	$ 1,695.00

MARKETING COLLATERAL AND ACTIVITIES

For more information on the SP25 Plus card printer, the following information will be available on PartnerPage℠ (www.partnerpage.com) at the end of April:

- SP25 Plus card printer data sheet
- Datacard® card printer brochure
- SP Plus printer web banner
- SP Plus printer advertisement
- Sample card projects

IMPORTANT DATES

Product Overview – Available via PartnerPage	April 20
Price Pages Available via PartnerPage	April 20
Sales Training – Web Casts	Week of April 16
Product Shipments Start	May 18
Official Public Product Launch – Cards Asia Trade show Datacard.com end-user information available	April 25

PRODUCT SPOTLIGHT STATEMENTS

The following 25 and 75 word positioning statements have been provided to help in the creation of web content, sales proposals, and other sales/marketing content that you may need to provide.

25 words:
The affordable Datacard® SP25 Plus card printer combines high-quality, dye sublimation and rewritable card printing technology in an efficient design ideal for single-card printing applications.

75 words:
The affordable Datacard® SP25 Plus card printer combines high-quality, dye sublimation and rewritable card printing technology in an efficient design ideal for single-card printing applications. Customers can use this innovative, dual-function printer to produce color photo IDs, rewritable cards or cards that utilize both technologies. Rewritable printing allows you to rewrite cards at least 500 times with dynamic information, such as loyalty points, class schedules or a temporary visitor ID. Visit **www.datacard.com/ID** for more detail.

COMPETITIVE ANALYSIS

There are numerous rewritable-only printers available in the marketplace as well as lower-volume dye sublimation printers, but to our knowledge the SP25 Plus card printer is the only dual functioning printer that can handle dye sublimation and rewritable card printing.

When comparing the SP25 Plus card printer with other low-end card printers, there is really no comparison. The SP25 Plus card printer is unique in its feature sets and flexibility:

- Unique dual functioning printer with both rewritable printing and direct to card printing
- Ideal for those applications that might require both technologies
- Unmatched and undisputed service and support
- Patented card input and output in front of printer

COMPETITIVE ANALYSIS (continued)

Brand	Datacard®	Evolis *	Magicard® *
Model	**SP25 Plus**	**Tattoo: Rewrite**	**Opera**
Printer Type	Dye Sublimation Printing and Rewritable Printing	Rewritable Printing Only	Dye Sublimation Printing Only
Print Speed (per card)			
YMCKT	30 seconds *(120 cards per hour)*	-	30 seconds *(120 cards per hour)*
Monochrome	7.2 seconds *(500 cards per hour)*	-	6.0 seconds *(600 cards per hour)*
Rewritable	12.4 seconds *(180 cards per hour)*	8.0 seconds *(450 cards per hour)*	-
Print Resolution	300 dpi	300 dpi	300 dpi
Edge-to-edge Printing	Yes	-	Yes
Rewritable Print Area	2.13" x 3.32"	1.90" x 3.15"	-
Magnetic Stripe Options	HiCo	HiCo LoCo	HiCo
Smart Card Option	Dual contact & contactless	Contactless SC coupler	No
Weight	7 lbs.	5.5 lbs.	7 lbs.
Communication Types	USB	USB	USB
Input Hopper Types	No hopper – manual feed	300 Cards	50 Cards
Output Hopper Types	Single card	100 Cards	Not available
Operating System Support	Windows® XP and 2000	Windows® 95/98/ME NT 4.0/2000/XP	Windows® 98/ME/2000/XP
Market application	Low volume dual functionality	Low volume	Low volume portable card printer
Printer Warranty	24 months	12 months	12 months
Printhead Warranty	24 months	12 months	12 months
Single/Double Sided Printing	Single	Single	Single
Accessibility	Front input, front output	Rear input, front output	Top input, front output
Ribbon Yield:			
YMCKT	up to 125 images	-	up to 50 images
ymcKT	up to 125 images	-	-
Black monochrome	over 500 images	-	-
Monochrome Ribbon Saver Feature	Yes	-	No
Rewritable Card Life	Over 500 erase and rewrite cycles	Up to 500 erase and rewrite cycles	-

* All competitive data as presented on internet at competitors' web sites as of April 2007.

ADDITIONAL INFORMATION

Please contact your sales manager or sales support representative for more information on Datacard SP25 Plus card printer and supplies.

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